2 pg.

RJ Reynolds Tobacco Company

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Area Manager - Operations
North East Sales Area
910-741-2053

June 9, 1997

**SENT VIA FAX**

Bob Snow
Mark Goodman
Tim Gillespie
Stephen MacLeod
Bob Dobrowski
Rory O'Rourke

Subject: Possible Temporary Display Consolidation

I am currently working on a task force responsible for making recommendations on ways to improve our temporary displays, from an efficiency standpoint. While we are exploring many options, one area we are looking at is possibly consolidating the number of multi-brand temporary displays we have.

Attached you will find a sheet with illustrations of the current multi-brand temporary displays we have available. I would appreciate your recommendations on which of these units can be discontinued, which should be maintained, along with any other suggestions you may have for improving our temporary displays. Please feel free to include any ideas or suggestions you may have in this area.

I would appreciate your input on or before 6/26/97.

Don

97082DF/dl

EMAILED on 6/16/97

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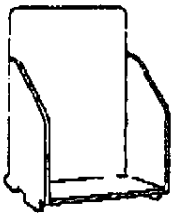
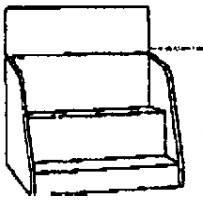
Source: https://www.industrydocuments.ucsf.edu/docs/tppn0000

# 1997 Temporary Displays

## PACKAGE DISPLAYS

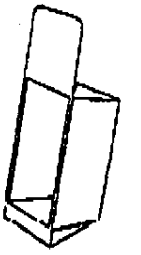


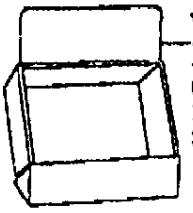
**Temporary 20/30/40-Pack Counter Display**
#524750
Capacity: 40 Packs
9"(W) x 11 1/2"(H) x 6"(D)
SKU: 1



**Temporary Pack Counter Display**
#524741
Capacity: 160 Packs
14"(W) x 15"(H) x 10 1/2"(D)
SKU: 1

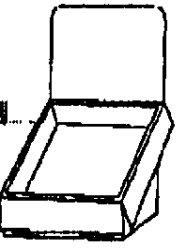
**Temporary 20-Pack Shipper Display**
#524012
Capacity: 20 Packs
5 1/4"(W) x 15"(H) x 9"(D)
SKU: 1





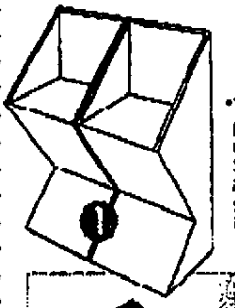
**Temporary 60/80-Pack Shipper Display**
#524732
Capacity: 80 Packs
14 1/2"(W) x 17 1/2"(H) x 11"(D)
SKU: 1

**Temporary 40-Pack Shipper Display**
#524723
Capacity: 40 Packs
14 1/2"(W) x 14"(H) x 9"(D)
SKU: 1

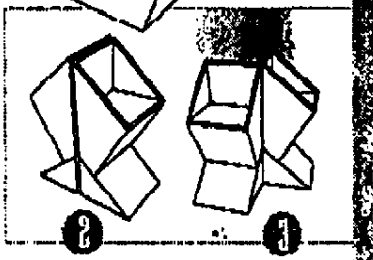


## PACK DISPLAY FLOOR PEDESTAL

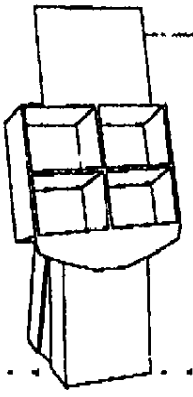
**Dual Floor Pedestal Display***
#524000
Capacity: 2 Promotional Counter Displays
Position #1: 32"(W) x 36"(H) x 14 1/2"(D)
SKU: 1




*This 3-position pedestal can be utilized to support 2 temporary displays at once when counter space for displays is limited.



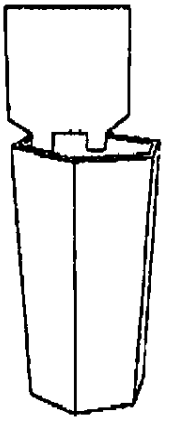

## CARTON DISPLAYS

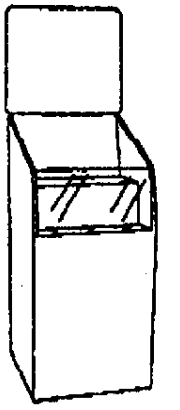


**30-Carton Shipper Floor Display***
#465050
Capacity: 30 Cartons
23 1/8"(W) x 54"(H) x 18"(D)
SKU: 1
*Can also be utilized for larger pack promotions.

**Generic 90-Carton Floor Display**
#524771
Capacity: 90 Cartons
17 3/4"(W) x 64 1/4"(H) x 13 1/4"(D)
SKU: 1

## FLOOR DUMP BIN DISPLAYS

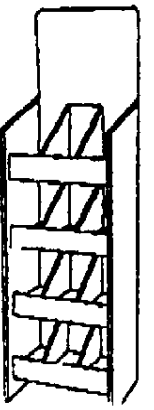




**Large Dump Bin Floor Display**
#524762
Capacity: 260 Packs
21"(W) x 48"(H) x 17"(D)
SKU: 1

**Stairstep Pack Dump Bin with Window**
#469562
Capacity: 160 Packs
16 1/2"(W) x 48 1/2"(H) x 16"(D)
SKU: 1

## COMBINATION PACK/CARTON DISPLAY



**Dimension-4 Corrugate Promotional***
(Shown with dump bin dividers)
#458191
Capacity: 100 Cartons Only
760 Packs Only
18 1/8"(W) x 62"(H) x 13"(D)
SKU: 1

*Can be utilized with or without dump bin dividers when merchandising packs. Display can be set up exclusively for packs, cartons, or combination of both.

R.J. Reynolds Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/tppn0000

# 1997 Temporary Displays

## Package Displays

Manager: New York Metro - 1200

| Comm # | Description | Capacity | Comments |
|---|---|---|---|
| 524750 | 20/30/40 Pack Counter | 40 Packs | Keep |
| 524741 | Pack Counter | 160 Packs | Keep ½ want it and ½ feel it should be eliminated |
| 524012 | 20 Pack Shipper | 20 Packs | Keep |
| 524723 | 40 Pack Shipper | 40 Packs | Keep |
| 524732 | 60/80 Pack Shipper | 80 Packs | Eliminate |
| 524000 | Dual Floor Pedestal Display | 2 Counter Disp | Eliminate |
| 524762 | Lg Dump Bin Floor | 260 Packs | Keep ½ want it and ½ feel it should be eliminated |
| 469562 | Stairstep Pack Dump Bin W/Window | 160 Packs | Eliminate |

## Carton Displays

| Comm # | Description | Capacity | |
|---|---|---|---|
| 465050 | 30 Carton Shipper Floor | 30 Ctns | Keep |
| 524771 | Generic 90 Carton Floor | 90 Ctns | Keep ½ want it and ½ feel it should be eliminated |

## Combination Displays

| Comm # | Description | Capacity | |
|---|---|---|---|
| 458151 | Dimension 4 Corrugated Promotional | 100 Ctn. or 760 Pks | Keep |

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Source: https://www.industrydocuments.ucsf.edu/docs/tppn0000